



**SIBM**  
HYDERABAD



UNIVERSITY  
OF WOLLONGONG  
IN DUBAI



**SCMS**  
NOIDA

**PRESENTS**



*“Global Business Transformation:  
Now, Next and Beyond”*

**Date:** 30th & 31st January 2024

**(Hybrid)**

## ABOUT SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

Symbiosis International (Deemed University) is a multi-disciplinary university offering its students and faculty a vibrant learning ecosystem designed around its multicultural and innovative ethos. Established in 1971 by Prof. Dr. S.B. Mujumdar, which was a 'home away from home' for the students. The Institution is based on the principles of Vedic thought of the "The World is One Family". The University's name fittingly captures the quintessence of the relationship with International students, a mutually beneficial bond between India and the International student community. Symbiosis is committed to building international understanding by offering quality education and is resplendent with the activities and students of more than 85 countries. The University epitomizes the Symbiosis vision, 'Promoting International Understanding through Quality Education' and is a beehive of international students from all across the globe, being privy to Indian culture and hospitality. Symbiosis is a family of academic Institutions imparting quality education for over 50 years. It is a host to over 40,000 Indian and International students.



## ABOUT SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT (SIBM), HYDERABAD

Symbiosis Institute of Business Management, Hyderabad (SIBM-H) has positioned itself as a preferred destination for students aspiring to become a seasoned Business Management Professional. SIBM-H is making new strides in delivering quality management education with a unique mix of knowledge, skills, and ethics, drawing on a rich SIBM alumni and stakeholders base. The campus has the unique advantage of access to Hyderabad's rich educational and technological expertise, providing a bouquet of best practices for holistic student development. The value of SIBM-H lies in its legacy of quality and excellence with well-defined personal care and progressive strategy. It is now leading in academic excellence and in internationalizing management education and has become the bedrock for showcasing talent in B-School competitions across the country through its innovation in admission, assessment, industry-linked teaching pedagogy, and research.



## ABOUT SYMBIOSIS CENTRE MANAGEMENT STUDIES (SCMS), NOIDA

Symbiosis Centre for Management Studies, NOIDA, a constituent of Symbiosis International (Deemed University), Pune, began its operations in December 2010. Based in the heart of Delhi – NCR, the Symbiosis NOIDA campus started operating in the academic year 2010 to provide management education of global standards to undergraduate aspirants. With the focus on the holistic growth of the students, the institute has reached the milestone of being rated amongst the best BBA colleges in the country. In the quest for excellence, the program offers a well-designed curriculum well-complemented by internships that meet the industry requirements. What makes SCMS NOIDA a class apart is the adoption of innovative teaching pedagogy, making the learning experiential and application-based.



## ABOUT THE CONFERENCE

The world is changing so quickly that real-time, personalized experiences with predictive insights are becoming the norm. Business transformation has always aimed to increase productivity and make the business run "better, faster, and economical." And for good reason: focused efforts may speed up decision-making, accountability, execution, and transparency. It's a tried-and-true recipe for delivering quick results to the bottom line. The issue is that it is no longer sufficient. Business management and sustainable strategies are upending industry after industry, putting pressure on incumbents to increase financial returns and reinvent who and what they are as organizations. Recognizing the significance of these dimensions, it becomes necessary to rethink its entire operating model and make fundamental changes to its processes, technology, and personnel. This conference is organized to give the participants a typical rostrum to share their perspectives and knowledge about globally emerging business practices in the rapidly evolving digital timeline.

## OBJECTIVES OF THE CONFERENCE

The conference provides a platform for researchers, practitioners, and academicians, to understand that business transformation is more than just creating a more efficient and sustainable system. It involves a change in mindset that can continue to evolve. To triumph over these challenges into opportunities, it is required that we lay stress on Now, Next, and Beyond the Business Transformation.

## IMPORTANT POINTS FOR THE PARTICIPANTS

- *ONLY registered participants are eligible for certificate.*
- *ONLY those papers which are presented at the conference will be considered for publication.*
- *The conference registration fee, once paid will not be refunded under any circumstances.*
- *Any additions/deletions of authors cannot be allowed once the paper is submitted*
- *The paper cannot be withdrawn once it has been submitted to the relevant journals or proceedings for publication.*

## IMPORTANT DATES

LAST DATE FOR  
SUBMISSION OF  
ABSTRACT

10TH NOVEMBER 2023

NOTIFICATION OF  
ACCEPTANCE OF  
ABSTRACT

15TH NOVEMBER 2023

LAST DATE FOR  
SUBMISSION OF FULL  
PAPER

10TH DECEMBER 2023

NOTIFICATION OF  
ACCEPTANCE OF FULL  
PAPER

20TH DECEMBER 2023

LAST DATE FOR  
REGISTRATION

15TH JANUARY 2024

# CONFERENCE TRACKS

The scope of the conference covers all the major research fields in management. We invite Empirical papers/ Conceptual papers/ Dissertation theses/Working papers/Review papers or Case studies, including teaching notes that align with the case studies for PG students at the university level.

Submissions are not restricted only to the below-mentioned sub-themes :

## TRACK 1: ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

- HRM and Innovation
- Employer Branding and Performance
- Employee Stress and Psychological well-being
- Organizational Citizenship Behaviour, Mindfulness and Emotional Intelligence
- Driving Transformation through Cultural Change and Ethics
- Organizational Change and its implications on HRM
- Organizational Culture
- Organizational learning and business growth
- Learning organizations and organizational learning in different industries, sectors, and contexts
- People Analytics
- Artificial Intelligence and Machine Learning in Human Resources

## TRACK 2: BUSINESS INTELLIGENCE AND TECHNOLOGY

- Business Intelligence Technology and decision-making
- Data Analytics
- Business Intelligence Management
- Data Visualization
- Knowledge transfer and sharing behaviors in business intelligence
- Security issues in Business Intelligence systems
- Technology and Human Interaction
- Using Artificial Intelligence and Next Tech for Sustainability
- AI Implementation in Management Sciences

## TRACK 3: EMERGING PERSPECTIVES OF FINANCE AND CHANGING ECONOMIC SCENARIO

- Green and Sustainable Finance
- Public sector governance
- Neuro Finance and Behavioral Finance
- Investment Banking
- Deep learning, stock market prediction and Financial Forecasting
- Crypto currencies
- Mergers, Acquisitions, and Corporate Restructuring
- Entrepreneurial Finance

## TRACK 4: MARKETING – RELATIONSHIPS, PERSONALIZATION, AND DATA HERALD

- Digital Marketing in the Era of Technological Disruption
- Brand Love – Marketing Strategy
- Post-purchase Dissonance
- Green Marketing & Consumerism
- Rural Marketing
- Networks in business markets
- Distribution and routes to market
- Market and customer communication
- Artificial Intelligence in Marketing
- Cocreation of tourism experiences across multiple stakeholders
- Managing and marketing tourism products and services Distribution of tourism and intermediation strategies

## TRACK 5: CROSS-CULTURAL MANAGEMENT AND TRADE

- WTO and World Trade through E-Commerce
- International Business Strategies in Digitally Connected World
- Global Strategy, Organization, and Value chains
- Cross-cultural management and Global leadership
- Sustainability and Global business practices
- Cultural anthropology, sociology, ethnography

## TRACK 6: INNOVATION AND ENTREPRENEURSHIP

- Recent Trends in Entrepreneurship and Startups
- Entrepreneurship & Sustainable Development
- Role of IT in Entrepreneurship
- Entrepreneurship in marginalized contexts
- Women and entrepreneurship
- Innovation for international entrepreneurship

## TRACK 7: INFORMATION TECHNOLOGY & OPERATIONS MANAGEMENT

- Agile Business Transformation
- Foster Innovations In Operations Management
- Optimization and Automation of Processes
- Innovative Supply Chain Management and Logistics
- Trends in Supply Chain Management
- Emerging technologies Operations Management
- Sustainable industry and manufacturing

## TRACK 8: LEGAL FRAMEWORK AND GOVERNANCE

- Corporate Social Responsibility and Corporate Governance
- Intellectual Property Rights and Regulation of Emerging Technologies
- Business Fraud and Crime
- Trade, Competition and Economic Growth
- International Arbitration and Commercial Transactions

## TRACK 9: CASE STUDY WITH TEACHING NOTES

We accept case research about emerging markets and developing economies, regions that are traditionally underrepresented in teaching case collections but which offer unique and vital insights

Subject areas include:

- Accounting and finance
- Built environment
- Entrepreneurship
- Environmental management
- International business
- Marketing
- Operations and logistics
- Public sector management
- Strategy
- Tourism and hospitality
- New Age Technology
- Sustainable Emerging Economies

We encourage examples that were written about actual people who had to make judgments for an organizations. Cases can be developed from primary data and/or secondary data. Cases can have some information disguised, which will need to be outlined in your research methods section in the teaching note, and client or company need to provide consent for the publication of the disguised case.

# PUBLICATION OPPORTUNITY

Selected papers will be invited for presentation based on composite review scores. Post-presentation, invited papers will be sent to one of the below-mentioned journals, where review, acceptance, and publication will be per the journal guidelines and the Editor's discretion. The authors will be intimated the name of the journal that his/her article will be sent. Based on the decision of the author, further action will be taken.

## Marketing

- Tourism Review (Q1, indexed in SCOPUS, Listed in ABDC)\*
- Journal of Business & Industrial Marketing (Q1, indexed in SCOPUS, Listed in ABDC)\*
- Spanish Journal of Marketing (Q2, indexed in SCOPUS, Listed in ABDC)\*

## Finance

- Journal of Sustainable Finance & Investment (Q1, Indexed in SCOPUS)\*

## Finance/Human Resource

- Journal of Accounting and Organizational Change (Q2, Indexed in SCOPUS)\*

## Organizational Behavior/Human Resource

- The Learning Organization (Q2, indexed in SCOPUS, Listed in ABDC)\*

## Operations Management

- International Journal of Logistics Management (Q1, indexed in SCOPUS, Listed in ABDC)\*

All selected and presented papers, based on the review process, will be published in the Conference Proceedings by a reputed publisher. The committee does not charge any fees for paper publication.

The conference is in the process of collaborating with an international publisher listed in Scopus as a publication partner for the conference proceedings.

\*Publication opportunities are subject to the process of the publishers and evaluation by the editors.

# SUBMISSION GUIDELINES

## GUIDELINES FOR FULL PAPER SUBMISSION

- The acceptable word limit for the paper is 6000-10,000 words, including the references, and must be shared in Word documents.
- The elements of the full paper can be organized in the following order:
  - Cover page including Author Details (Name, Designation, Email Address, and Affiliation of all authors).
  - Structured Abstract approx 200-250 words (including Objective/Purpose, Design/ Methodology/Approach, Findings, Practical/Theoretical implications, Originality/value), Keywords (5-7)
  - Main Body Text (including Introduction, Objectives, Review of literature Methodology, Findings, Discussion, and Conclusion, Implications, Limitations and directions for Future Research)
  - References (in APA format)
- Font should be Times New Roman, size 12, double-spaced, and left-aligned.
- Tables, figures, and images should be named and of more than 300dpi with all editable format
- The full paper should be submitted along with the Plagiarism Report and Similarity Index of not more than 10% and less than 4% from a single source with Author Index less than 20%
- The full paper should not be in the publication process or have not been submitted to any journal.
- Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the registration process will begin.
- Registration will be confirmed only after the registration fee payment and at least one author must be present for the paper presentation.
- Author(s) with multiple entries must register for each paper separately.
- Co-authors are required to register and make the payment separately for attending the conference and presentation/participation certificate.
- Authors can present the paper in Hybrid mode (online or offline based on the Author's convenience) . However, in-absentia presentation is not allowed.
- All authors should attend all the plenary sessions and paper presentation tracks to be eligible for conference certificates.
- The conference registration fee, once paid, will not be refunded under any circumstances.

Submission Link : [https://docs.google.com/forms/d/e/1FAIpQLSeLj6DBcAJ\\_6hhjKyx75kNW-ru0iu5yvwwe6Syk8Sk1wuTjPg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeLj6DBcAJ_6hhjKyx75kNW-ru0iu5yvwwe6Syk8Sk1wuTjPg/viewform?usp=sf_link)

## GUIDELINES FOR CASE STUDY WITH TEACHING NOTES

- **Teaching Case Study should:**
  - Describe the actions taken by a primary character who is faced with a managerial choice. Present a complex and compelling management decision-making dilemma for students to analyze.
  - Be logically structured, discussing essential business contexts and issues sufficiently.
  - Be written in the past tense, employ an engaging case narrative style.
- **Teaching note should:**
  - Include an appropriate synopsis describing the case context, the dilemma being faced, and the relevant discipline for which the case is relevant.
  - Detail a set of teaching objectives appropriate for the stated target audience.
  - Provide a section for research method(s) that details the data types used to develop the case.
  - Include a 90-minute multimedia teaching plan, including suggested classroom facilitation questions and activities.
  - Include a set of assignment questions that align with the teaching objectives and relate to the dilemma being faced in the case.
  - Use recent literature, theory, or research findings to analyze the case study and provide model answers to the assignment questions.
  - Include specific instructions on how this case can be used in an online environment and how an educator might want to consider adapting the teaching plan to use it in this way.
  - Feel free to insert an epilogue if you know what transpired in the case.



## REGISTRATION DETAILS

CATEGORY	REGISTRATION FEE*
RESEARCH SCHOLARS/STUDENTS/ATTENDEES	RS. 2500
ACADEMICIANS/INDUSTRY EXPERTS	RS. 5000
FOREIGN DELEGATES	\$125

\*inclusive of GST

\*Registration fee includes admission to all the plenary sessions and paper presentation tracks, conference kit, participation certificate, meals- breakfast and lunch (both days), networking dinner- Day 1 and sightseeing- Day 2.

## BEST PAPER AWARDS

'Best Paper Award' will be conferred to the presenters from each track. All the best paper awardees will receive certificates and cash prizes. To compete for the best paper award, submission of full paper as well as the presentation of the same is mandatory.

## VISIONARIES OF THE CONFERENCE

### CHIEF MENTORS

<b>DR. S. B. MUJUMDAR</b> <b>CHANCELLOR,</b> <b>FOUNDER AND PRESIDENT,</b> Symbiosis International (Deemed University), Pune, India	<b>DR. VIDYA YERAVDEKAR</b> <b>PRO-CHANCELLOR,</b> Symbiosis International (Deemed University), & Principal Director Symbiosis, Pune, India	<b>DR. RAMAKRISHNAN</b> <b>RAMAN</b> <b>VICE CHANCELLOR,</b> Symbiosis International (Deemed University), Pune, India
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### CONFERENCE CONVENER

**DR. K. P. VENUGOPALA RAO**  
**DIRECTOR**  
Symbiosis Institute of Business  
Management, Hyderabad

### CONFERENCE CO-CONVENER

**DR. NIDHI PHUTELA**  
**DIRECTOR**  
Symbiosis Centre Management  
Studies, NOIDA

## ADVISORY COMMITTEE

**Dr. Rajiv Yeravdekar**- Provost, Faculty of Health Sciences, SIU

**Dr. Bhama Venkataramani**- Dean, Academics & Administration, SIU

**Dr. Hardik Vachharajan**- Director, Quality Management & Benchmarking, SIU

**Dr. Anita Mohan Patankar**- Director, Symbiosis Centre for International Education

**Dr. Ruchika Kaul Ghanekar**- Director, Symbiosis Centre for Research and Innovation

**Dr. Bhimaraya Metri**- Director, Indian Institute of Management, Nagpur

**Prof. Dr. Chew Ging Lee**- Head of Southampton Malaysia Business School and Chair of Academic Advisory Board the University of Southampton, Malaysia

**Prof. Nataša Rupčić, PhD**- Department for Organization and Management, Faculty of Economics and Business, University of Rijeka, Croatia

**Dr. Stephanie Doscher**- Director, Office of Collaborative Online International Learning, Florida International University, USA



## ORGANIZING COMMITTEE

- Dr. Priya Grover, Associate Professor, SCMS, NOIDA
- Dr. Chitra, Associate Professor, SCMS, NOIDA
- Dr. Kanishka Gupta, Assistant Professor, SCMS, NOIDA
- Dr. Richa Goel, Associate Professor, SCMS, NOIDA
- Dr. Shyamsunder Chitta, Associate Professor & Deputy Director, SIBM, Hyderabad
- Dr. K. D. V. Prasad, Assistant Professor (Research), SIBM, Hyderabad
- Dr. Shivoham Singh, Associate Professor, SIBM, Hyderabad

## ACCOMMODATION

Arrangements for the participants of this conference have been made in the guest facilities at SIBM, Hyderabad Campus.

### Accommodation Details:

The tariff for the rooms are as follows and will be subject to availability

- a. Rs 3500 for AC room in the guest house
- b. Rs 2000 for Non AC room in the hostel

<b>COL BALAJI DAYAL</b> (RETD.)	Campus Administrator Symbiosis Housing Office, Mamidipally Campus Telangana India Telephone:040-27232120 Mobile: 7093921246 Email: campusadmin.hyd@symbiosis.ac.in
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## CONFERENCE VENUE

Auditorium and Convention Hall, Symbiosis Institute of Business Management, Symbiosis International (Deemed University), Survey Number 292, Off Bangalore Highway, Modallaguda (V), Nandigama (M), Rangareddy Dist, Hyderabad, Telangana, India.